

**EPISODE 99**

[INTRODUCTION]

**[00:00:09] ANNOUNCER:** Welcome to this week's episode of Coffee With a Journalist, brought to you by OnePitch. The guests on our show include some of the most notable journalists on the top US-based publications who covered topics including technology, lifestyle and culture, health, science, consumer products, business news, and beauty and wellness. We discussed their role, the types of stories they cover, what their inbox looks like, and how they connect with sources. Head to [onepitch.co](https://onepitch.co) and look for the video page to learn more about our new video series featuring guests from the show.

Our guest on the show today is Emily Tate, a Senior Reporter for EdSurge. Emily covers early childhood and K through 12 education, and often writes about workforce issues, social emotional development, trauma and inclusive school models, among other topics. During the episode, Emily tells us about the reason she saves pitches in her inbox, the autonomy she and her team have at EdSurge, why she is so passionate about telling stories surrounding education, and more. Let's hear from Emily now.

[INTERVIEW]

**[00:01:22] BB:** Welcome everyone. This is Coffee With a Journalist. I'm Beck Bamberger. I have an agency that works with all venture-backed technology companies called BAM. And I also created this thing, OnePitch, that helps publicists get to better journalists with their pitches that are more accurate and correct. That's what we're trying to solve here. But on this show, we bring in and welcome wonderful journalists to tell us how it really is with their inbox and the things of journalism, and the stories they write, and also consume, and endeavor to consume, all this good stuff. So with us today, Emily Tate, she's a Senior Reporter for EdSurge. She's based in Denver. We're very excited to have you, Emily. Welcome. Thanks for being here.

**[00:02:04] ET:** Thank you. I'm excited to be here.

**[00:02:06] BB:** You were just saying that you're based in Denver, but you were in Miami, but not Miami, proper, Miami, a different place. And just the different places that have names that you think, "Oh, it's Jamaica?" "No, it's Jamaica, Queens." Versus Miami, Florida and Miami of Ohio, as we heard. So Miami University, not based in Florida, but in Ohio is where you got your BA correct?

**[00:02:30] ET:** That's correct. Yes. And I'm not a bleeding-heart school spirit, Miami University, Red Hawk, but people who are would defend that Miami University in Ohio was a college before Florida was even a state. So there's that.

**[00:02:51] BB:** There you go. There you go. Real quick before we get into your inbox. We're having more and more journalists on that are writing for trade outlets and more specific publications. Give us an overview of what EdSurge specifically focuses on.

**[00:03:04] ET:** Yeah. So EdSurge is a nonprofit newsroom covering national education issues. We're about 10-years-old, fully digital. And I would say when we started about 10 years ago, we were more focused on the role of technology in education. How it was shaping the future of education, impact on students and educators. Now, that's kind of just diffused throughout all of education. It's a little bit more of something that underpins all of education. And that's obviously been fast forwarded during the pandemic. So we are now covering what we call the future of learning. And that can be a lot of things. That can, yes, be about technology and innovation, but it's a lot about equity. It's a lot about the workforce. It's a lot about the increasing focus on students' social emotional development. So a little bit more like education broadly. And I should also say we are a nonprofit now, but that's because we were acquired by a nonprofit in late 2019. We were a venture-backed private company for the first eight years or so.

**[00:04:19] BB:** Dang! You don't usually hear that. A private company that goes to a nonprofit that the nonprofit consumes. Wow! That's a good overview. I like the pivot you all are making, too. There's quite a lot to delve into with how learning is done and what the future of learning looks like in schools. Now, your inbox Emily, you're mostly focused on early childhood, K through 12. What does your inbox look like as it relates to pitches?

**[00:04:47] ET:** At this exact moment, I have eight unread emails. I am an inbox zero persona.

**[00:04:53] BB:** Oh, I was going to say. That's pretty tight.

**[00:04:56] ET:** I am a bit of a control freak type A. So the idea of having dozens, much less hundreds or thousands unread emails, it's truly something that would keep me up at night. Right now, I have definitely some pitches, but a lot of unread emails that I've kind of just like had sitting there that are about early childhood sources related to policy and just like the care economy that I am waiting to follow up with once we get some movement on this Build Back Better Bill, because that includes so many pieces that relate to early childhood, including the Universal Preschool, and Child Tax Credit, and all those things. But it's been sitting there for weeks, and we have not had a lot of action. That thing keeps stalling. Anyway, but now –

**[00:05:50] BB:** Yeah. Does that happen? I haven't heard this often on the show where, okay, there's pitches and that relate to something that is unfortunately dangling in the air. What do you do with those pitches?

**[00:06:01] ET:** My strategy is generally to just leave them unread. Or I think, right now, I've told a couple of these people, I am interested, I do want to set up the interview. But let's see what happens. Because right now, I think there's four weeks of paid parental leave in the bill that was passed by the House. But that's very unlikely to make it into a final version. So I don't want to do an interview about that in the ramifications on parents and children in the US if that's not even going to be passed into law. So kind of just like in a holding pattern right now.

**[00:06:35] BB:** That's unfortunate. Because it's government, it must take forever on things. Is that common, by the way, for you, at least with any pitches? Do you have a folder that's like congressional level pitches or something like that to hold on to? Because I know you said with your inbox zero, I wonder just how you get that all situated.

**[00:06:53] ET:** Yeah. No, not really. I mean, I wouldn't say that I personally, or even EdSurge as an organization, covers policy that much. It's a little different with early childhood, because these are like pretty fundamental changes to the field. But otherwise, we're not really dealing with that many people in Washington, except for maybe like an expert level opinion. We aren't really talking to policy experts or policymakers as much as we are practitioners.

**[00:07:21] BB:** Got it. Okay. Practitioners, mostly in the school, I would imagine, too, in school systems. Okay. Got it. All right. So you have to be held up by government perhaps. That's good. That's good. Emily, for the stories you do do, I'm looking just at your author bio. You have ed tech unicorn you're talking about. You have China's online tutoring industry, childcare staffing crisis. It's quite all encompassing. Where do you get the inspiration for stories? And/or do those ever come from pitches?

**[00:07:53] ET:** Okay. So I'll answer the second question first. I would say pitches, I'm not often accepting a pitch. And it's like, "Yes, I would like to cover that funding announcement." That doesn't happen that often. Like recently, I'll say, because I have in the last couple of years expanded to cover not only K-12, but also early childhood, I got a pitch about an ed tech company that was expanding from – It's a very well-known global ed tech company that has a huge market in K-12. And they're expanding to launch an early childhood market or an early childhood product. I mean, I wouldn't cover that in itself. But I kind of like, I don't know, jogged my memory that I've seen a lot of that lately. And so I'm thinking are more ed tech companies and education companies expanding into early childhood, and why would that be? And so I've been reporting that for the last few weeks. And we'll have that story out next week. And I think the answer is yes. And so it's more – In that sense, yes, I did accept the pitch. And that pitch helped me come up with that story idea, and shape a more trend related piece. So in that sense, yes.

And as far as how I come up with other stories. I mean, I think because we are expanding our focus, it's a little bit more – And we're a small team. There's a lot of autonomy in what we pursue for stories. And I think we're not so much the day-in and day-out covering every movement of every education issue. We kind of prefer more explanatory, or analytical, or feature journalism. And so I think the stories that get me really excited are the ones that are like this nexus of education, and equity, and innovation, which sounds super amorphous, I realized.

But you mentioned the online tutoring stories that I've been doing the last few months. I think that is like one of the perfect examples of an EdSurge story and a story that I'm excited about, because there is this, or was, this massive online tutoring industry where companies in China were contracting with American educators or Americans with any sort of background education

to tutor children in China one on one in English language lessons. And that whole industry was kind of propped up by the fact that a lot of American classroom teachers are not taking home enough from their brick and mortar job to be able to pay the bill. So they were looking for something else.

I mean, there were over 100,000 Americans doing that job. And then the Chinese government over the summer, it passed a double reduction policy, as it's called, that basically forbids American – Foreigners from teaching kids in China in any capacity. So those companies, they folded. It's pretty wild. Yeah. And it was really –

**[00:10:52] BB:** Oh my God! I'm looking at your article right now and you're just like, "What? How do you even –" I always look at these questions just with China and I'm like, "How do you control that with the internet?" I am absolutely horrified/shocked at the intricacy of how difficult that must be. Because how are you going to know if I'm sitting in Nebraska teaching a kid on his computer in China?

**[00:11:16] ET:** Yeah. It's so interesting. I mean, I could talk about that for a while, because I feel like it was a wildly under covered story that had – It was a very interesting geopolitical story that also is an education story. But I think, really, it's going to be interesting to see how much of that actually disappears. I think a lot of it, or at least a substantial amount of it has gone underground where the American tutors just are doing it privately with those same kids that they had as their "regulars".

**[00:11:49] BB:** What are they using, by the way?

**[00:11:51] ET:** A lot of them were just using Zoom. They're finding curricula online, just like free. I don't even know if it's high-quality. And then they're paying through Zelle. Or I'm trying to think of what the other payment companies. And then they're just kind of managing their own schedule. It's really interesting.

**[00:12:11] BB:** By the way, this piece, I highly encourage everyone to look at it. It is extensive, Emily. A great, well-researched piece. Ah! God, I love this good, deep storytelling. Back in October for anybody who wants to check that out. **[inaudible 00:12:27]**

**[00:12:26] ET:** Yeah. Actually, I did a few articles. I'd say the probably most interesting or like kind of high-level one was in August, and we co-published that with Slate.

**[00:12:37] BB:** Okay. Excellent. Now, does that happen at all with other publications? That's a little unusual for an outlet to partner with another outlet that's "competing", even though I know, I would argue, they're not a competitor. But what would you say to that? How often is that happening?

**[00:12:56] ET:** I'd say we do that arrangement a few times a year. For us, it's online. It's our content is freely available. So in that sense, I suppose we are a competitor. But we really are – We have a specialized audience of mostly educators. And so I think the stories that we do that have general interest with a broad swath of the population, I think, to us, like a metric that we would care about is – Especially with this, where I think it is an under told story. And it's so fascinating. And more people should know about all the different dynamics that are at play with that tutoring arrangement. To us, it's more important that more people see it, and it kind of has the widest reach possible.

And so, we've co-published with Slate. We've co published with Wired, PBS News Hour, and a few others. But, yes, they all kind of – Wired, obviously, with that kind of tech and innovation angle, is somewhat similar to us. But they have a general consumer audience, and ours is really more educators. And I think it's nice to get education stories out of this specialized publication into the mainstream. Because a lot of times, the same people are like, "Oh, yeah, educators are underpaid." Or, "Educators are burned out." Or, "Why are students still in remote learning when everyone's suffering?" I think you can have those same conversations in a feedback loop when it really needs to be on the front page of a major national newspaper more than just on our social media.

**[00:14:33] BB:** Mm-hmm. I wonder if being a nonprofit helps those collaborations happen as well.

**[00:14:39] ET:** Yeah. That's an interesting question. We've done it both ways. I don't know how much they have – The publications were partnering with are too concerned. But maybe it's something they're thinking about.

**[00:14:52] BB:** Hmm, interesting. I haven't heard that before on here. So thank you for telling us. That's good for publicist, by the way, because, perhaps, perhaps, if it's quite the large story, there's an opportunity that it will be taken beyond EdSurge in partnership with another outlet. So good to note.

[BREAK]

**[00:15:15] ANNOUNCER:** Today's interview will continue after this brief message brought to you by OnePitch. Are you curious to see the unique ways one pitch helps PR professionals and marketers pitch journalists? Head to [onepitch.co](https://onepitch.co) learn about our new OnePitch score and see how easy it is to find the right journalists to pitch your news to. Sign up for your free account today. Now, back to today's episode.

[INTERVIEW CONTINUED]

**[00:15:38] BB:** Emily, I have a fill in the blank section here. So I'll tee up the phrase and you fill it in. Does that sound good?

**[00:15:45] ET:** Sounds good.

**[00:15:47] BB:** Okay. My favorite sources always –

**[00:15:51] ET:** Get my name right.

**[00:15:54] BB:** Do they not? It's so easy. It's just Emily.

**[00:15:57] ET:** I know. I think it's not like they butchered my name as it happens to some people with like a less common name. But they just like filled in. Like this morning. Not to call out anyone. But I was called Wendy this morning. And I was like, “Okay. I mean, come on.”

[00:16:13] **BB:** Oh, so it's not necessarily the hi blank, but it's actually just the absolutely wrong name.

[00:16:19] **ET:** Yes.

[00:16:20] **BB:** Oh, wow. Oh, wow. Okay. The most annoying sources always call you Wendy?

[00:16:26] **ET:** No. This is supposed to be a short answer, right?

[00:16:28] **BB:** Yeah. Yeah. But you can elaborate.

[00:16:30] **ET:** Follow five times.

[00:16:32] **BB:** Follow up five times. Okay. Well, one of our next fill in the blanks, you can follow up with me if –

[00:16:38] **ET:** Your pitch is relevant. That's so boring. Sorry.

[00:16:43] **BB:** No, that's okay. But I guess that's just frankly true. But for you, and actually, this is a good distinction, if you're such an inbox zero person, do you ever need a follow up?

[00:16:54] **ET:** No. I really don't. I mean, I think a second ping is appropriate. On a third, I'm like, "Alright." Fourth and fifth – And then they're like, "This is the last time I'll try you." It's like, "Yeah, I've seen all four other attempts. Thank you for letting me know you're not going to keep at this." Sorry.

[00:17:13] **BB:** Yeah, that's bad. Okay. So for you, particularly for everybody to know, Emily gets to zero. You do not need to follow up. There you go. Okay. You'll get a response from me if –

[00:17:27] **ET:** I mean, I feel like these are all kind of the same answer.



[00:17:29] **BB:** Yeah, kind of. It's the way.

[00:17:32] **ET:** If your subject line doesn't sound like you're a bot.

[00:17:39] **BB:** What subject line sounds like a bot? News, Emily, please cover. What would you say?

[00:17:47] **ET:** Let me try and find one. I'm skimming.

[00:17:49] **BB:** Oh, yes. Give us a real example.

[00:17:52] **ET:** I get some really bad ones in the early morning, like overnight, and I'm just like, "What?"

[00:17:58] **BB:** Ooh! Does that throw you off sometimes? You're like, "Wait a second. Why was this sent at 3am in the morning?" You got a clue?

[00:18:03] **ET:** Yeah. I mean, it does seem like – Yeah. So right now I'm getting a lot of – And this is harsh. This is just not – Like we do our own end of year reflection series where we like solicit op-eds from people in our like audience and community, the education community. But then I get all of these companies hitting me with 2022 education predictions. I probably have over half a dozen of those just from the last 24 hours. I will click on it. I will see the underlined or hyperlinked company name. And then just like, "No, I don't really want you to promo your publishing product or whatever it is."

[00:18:39] **BB:** Mm-hmm. Thank you for sharing a real example. Those are always helpful. The best compliment I received about my work was –

[00:18:47] **ET:** Hard hitting.

[00:18:49] **BB:** Hard hitting. So if someone said, "Emily, thanks for writing hard hitting piece."

**[00:18:52] ET:** No. That's not it. Let me try again. This is just any piece, right? This is just a generic –

**[00:18:58] BB:** Yeah, any piece. Just that you were like, “Dang! That stood out to me. Because journalism is hard.” So when you get a compliment, hallelujah.

**[00:19:06] ET:** I think when I'm like onto something that others are not, kind of like the tutoring thing, like little known, or like under-reported, or that sort of thing, I think is, “Can we work with that?”

**[00:19:17] BB:** Yes. **[inaudible 00:19:17]** reported. Has anyone said that, though, to you? Like, “Emily, that was not a story people knew. Thank you so much for exposing it.”

**[00:19:26] ET:** Definitely. Yeah. And I feel like that happens a lot with my childcare coverage as well, just because there's a lot of education reporters out there, but not a lot of early childhood education reporters.

**[00:19:37] BB:** I was going to say, you're probably in your own niche group. That's nice. My favorite stories to write are –

**[00:19:43] ET:** Human interest. I love having like a narrative lead anecdote. Somebody who like I can tell you what the inside of their, I don't know, classroom, or home, or their dog's name, or something so that you know them a little bit, or just claim to some detail. You're like, “Oh, this is a real person,” and then the rest kind of falls into place.

**[00:20:05] BB:** Hmm. I like those too. I think everyone likes those.

**[00:20:08] ET:** Yeah.

**[00:20:09] BB:** My perfect Sunday is –

**[00:20:12] ET:** Going on a long walk, which I've been doing a lot of in this beautiful, weirdly, warm Colorado weather.

[00:20:21] **BB:** Yeah. It's been a warm winter.

[00:20:23] **ET:** And listening to a lot of podcasts.

[00:20:26] **BB:** Ooh! Such as? Besides this one.

[00:20:29] **ET:** Besides this one, let me pull up my app, because I – Let's see. The tried and trues are This American Life, Radio Lab, Heavyweight. Recently, I've been listening to a lot of the Ezra Klein Show and Sway.

[00:20:45] **BB:** Oh, yes.

[00:20:46] **ET:** Oh, and I listen to The Daily from the New York Times, too. But that's just like news. I like the storytelling podcast. Like This American Life, I adore everything they do.

[00:20:58] **BB:** Mm-hmm. This American Life kills it. By the way, probably, as I've noticed, for years I've listened to that show as well. It is always a deeply human-driven story every single time. And I just love it. It makes me think, too, like how do they get these bizarrely, intricate, explosive, interesting, compelling – Man, they do great stuff. Yep. Yep.

[00:21:23] **ET:** I would love to know. I'd like a podcast about how they get the stories they do. Like do they have these random stories in a bank somewhere? And like when they think of a theme that connects them all, that's how they do the episode. Or do they work backwards? And then a lot of times, the opening story is from one of the producers on the show, like a personal like family story, or backstory. And I'm like, "That could be me. I have like these weird things and interesting stories in my life." I'm like, "Hire me." Just kidding.

[00:21:55] **BB:** Okay, my favorite hobby is, besides listening to podcasts?

[00:22:00] **ET:** That's up there. I guess it's recently become hiking now that I live in Colorado.

[00:22:06] **BB:** Yeah. Oh, how fun.

**[00:22:07] ET:** Last winter, I learned to cross-country ski. And now that we're getting back into that season, I think it's going to be my favorite seasonal hobby. It's actually like – It's a good workout. But it's really enjoyable too.

**[00:22:20] BB:** Mm-hmm. Yeah. And then you get to see – I like running. So similar to running, you get to cover a lot of ground and obviously see then much more the outdoors, the area, the city, all that good stuff. So yeah, I feel you. That's nice. The last song I listened to was –

**[00:22:38] ET:** Oh, maybe Justified by Kacey Musgraves.

**[00:22:43] BB:** There you go. Okay. During the holidays, I most look forward to –

**[00:22:51] ET:** New Year's resolutions. I know that's a controversial one. But my family – My dad is really –

**[00:22:58] BB:** Wait a second. Controversial? You mean, people were like, “I hate New Year.”

**[00:23:01] ET:** People are like, “You don't need a turn of a calendar to set resolutions,” or like people so hard on themselves if they fail. Like I actually am not hard on myself. I just like the – I mean, everybody is like moving toward the end of something right now. And in a few weeks, we're going to be able to start something. And I think that's like very – I love it. Yeah, I think – I mean, I think New Year's Eve is always overhyped and never as fun. That's also my hot take. But I think like the –

**[00:23:32] BB:** Especially recently.

**[00:23:33] ET:** Yes. But I think the actual New Year is so like full of promise. And there's just something around that feeling.

**[00:23:42] BB:** There is. I think we got our asses handed to us, of course, with the turn of 2020. So everyone's like very cautious very – But now, I kind of like 22, 2022. I'm like, “Okay, okay. Hopefully.” Although it's cautious. It is cautious.

**[00:23:58] ET:** Yes.

**[00:24:00] BB:** Speaking of quarantine, has taught me –

**[00:24:03] ET:** To slow down. I mean, there's so many ways I could elaborate on that. But am I supposed to be elaborating? Because I –

**[00:24:10] BB:** Yes. You can go for it, Emily. This is your time. We're listening to you.

**[00:24:14] ET:** I think I was moving at a breakneck speed in my personal and professional life in 2019. I mean, actually, in 2020, when everything was shut down, I calculated. I think I – Well, now, I'm going to forget how many work trips I went on. But I was doing a lot of school visits and visits to child care programs, which is so great. I mean, I'm really thankful I get to do that. But being on planes, and trains, and renting cars, and just going all the time, and just kind of like blowing into your apartment and then leaving and packing up and going again. I mean, it was just so – It was a very unhealthy lifestyle for a bit there. And I'm so – I mean, obviously, the pandemic has been horrific. But the sort of side note to that, for me, was like I was forced to stop. I had to cancel all kinds of work trips and personal trips I had planned. And I was like, "Wait, none of this was that important."

**[00:25:14] BB:** I doubled down and totally agree on what you just said. So much time is effing wasted running around, right? Running around, getting to that thing, going to this. And I'm like, "God!" I did not do the calculation like you did, because I'd probably be horrified. But man, there's a lot of time wasted in that. And even now when I go on one thing, one thing, like go to New York, I'm like, "God damn! That was seven hours of just waiting in this line, doing that thing, all this stuff." And it does make you question. And it has changed my perspective, for sure, on the why of travel. Not for personal. Not for pleasure. But for the why on the business reason. Just kind of silly.

**[00:26:00] ET:** I think I was sick so much of that travel just because you're like constantly going. And then the school visits are still a priority for me like once. Like right now in Colorado, non-mandatory visitors aren't allowed. So I haven't been able to do anything locally. But I'm excited

to go back to school. But it's the conferences that I am going. It's going to be a hard sell for me. I mean, I need a really, really good reason to be there in-person instead of watching the webinar that came from it.

**[00:26:33] BB:** Yup. I feel you. Same. Okay, Emily, we listened to, or we talked a little bit about the podcasts you're into. But what are you otherwise reading, consuming, watching? Frankly, we'll take anything, because it's all about storytelling. Where do you get your stories?

**[00:26:50] ET:** For personal reasons or for –

**[00:26:53] BB:** Yeah, just for fun. We'll take TV show, anything you got. This is where I get all my recommendations, by the way.

**[00:26:59] ET:** Okay. My fiance is like he doesn't really – We don't really watch a lot of TV or movies. He's just like very lean in terms of his entertainment. And so it has to be like beneficial in some way. Or you're like getting something from it. So we watch a lot of the box explained like documentary series on Netflix. And those are fun. I love like a little crash course in something. What else? Reading?

**[00:27:25] BB:** Yeah. Any shows you got right now? Okay, reading? Yeah. What are you reading? Anything good.

**[00:27:29] ET:** The book that's sitting on my desk right now is *Chasing the Truth* by Jodi Kantor and Megan Twohey who are the New York Times – But it's called *A Young Journalist Guide to Investigative Reporting*. And even though I would say I am a young journalist, I actually bought this for myself and my mentee, who is a student at my alma mater, and we're going to go through it together. She's a journalism student as well.

**[00:27:51] BB:** Oh, that's great. I wonder if they use that book in journalism classes, as well as like *Bad Blood* and handfuls of other exposes that have been so good. The one spotlight, the one in the Boston was a storytelling expose the priests, sexually abusive priests, for example, driven by the journalism expose. Oh, yeah. But I've never been to journalism school. So I wouldn't know. But I imagine those would be used for that, because that must be really cool.

**[00:28:17] ET:** Yeah. This book, I think, just came out maybe two weeks ago. And I was like, “Oh, this is perfect.” Because I’m like this new mentor, and I have – There’s no structure or guidance. And so I’m like, “How do I be helpful to this person?” So yeah, honestly, I have not been reading that much the last few months. But I like a lot of long form journalism. Love the New Yorker. Love the Atlantic.

**[00:28:41] BB:** Those are good ones. Those are all good.

**[00:28:42] ET:** Yeah. Those are probably the highlights.

**[00:28:45] BB:** I like it.

**[00:28:46] ET:** Yeah. I truly consume a lot of podcasts. So, see earlier my podcasts lists.

**[00:28:54] BB:** Refer earlier. Yes, I love it. What about the future of journalism? You mentioned you’re mentoring some people. I assume, aspiring journalists? Are you positive, negative, neutral? What would you say?

**[00:29:05] ET:** I mean, I don’t know that I – Flash forward 20 or 30 years and things, the number of journalists employed in the US has grown. I don’t know about any of that. I don’t know that there’s better trust in media from the public. That one is a tough one. I think I am hopeful. I love journalism. I think it’s so important. And I want to – Like with this person I’m mentoring, like I want to make sure that she loves journalism and sees like the value in it.

But I think, I’m from a rural town in Tennessee, and not to say that that means what I’m about to say next. But it just so happens that like that community and a lot of my family I think consume a lot of misinformation. And I don’t know. It’s got to be one of the top issues of our time, I think, because that spawns inaction in a lot of areas that like the climate that I think it’s so important. But there’s just so many things. Like if you can’t come to the table with the same set of facts and then decide how you feel about those, like where do you begin? It’s such a daunting moment, I think.

And so I think on the misinformation landscape, I am terrified. I am hopeless. I just don't know. I don't know like the things coming out about deep fakes and all of this. It's like we're not turning the ship around anytime soon. So what are we going to do about it? I mean, that scares me. But I think there are people and publications out there doing incredible work. And I think, everyone's trying different models. And I think one of the publications I admire most is ProPublica and like the work that they put out. So the model they have seems to be working. They're growing so fast. So if we can do more like that, I think that we're heading in a good direction.

**[00:31:05] BB:** Mm-hmm. We will see. We will see. Hopefully, I'll be doing this podcast with a thousand more journalists and as we move along here.

**[00:31:13] ET:** I hope so.

**[00:31:14] BB:** Okay. Emily, now to change maybe the pace of this a little bit. We have our mad lib, which is super fun. Sometimes they're just silly, and sometimes they're super accurate. We'll see what we get. I'm going to toss you a word and then you give me a word back, such as emotion. Whatever the emotion you feel is relevant. And then I'll read you back and we'll see what we get. Sound good?

**[00:31:36] ET:** Mm-hmm.

**[00:31:36] BB:** Okay. And emotion. That is the first one.

**[00:31:39] ET:** Fear.

**[00:31:40] BB:** Fear. An adjective.

**[00:31:43] ET:** Joyous.

**[00:31:44] BB:** Joyous. Another adjective.

**[00:31:46] ET:** Purple.



[00:31:48] **BB**: Purple. A greeting.

[00:31:51] **ET**: Welcome.

[00:31:52] **BB**: Welcome. A verb.

[00:31:55] **ET**: Drive.

[00:31:56] **BB**: A noun.

[00:31:57] **ET**: Desk.

[00:31:59] **BB**: Desk. An adjective.

[00:32:02] **ET**: Wooden.

[00:32:02] **BB**: Wooden. Okay. Maybe let's do an alternative to that one.

[00:32:08] **ET**: Okay. Now I'm in the materials adjective category.

[00:32:13] **BB**: No problem.

[00:32:14] **ET**: Digital.

[00:32:16] **BB**: Digital. That will work more. Okay. A cringe-worthy PR term or phrase.

[00:32:22] **ET**: Follow up. Sorry. That's not cringe-worthy, but it does –

[00:32:25] **BB**: Well, it is what it is. It's like just following up.

[00:32:29] **ET**: For the fourth time.

[00:32:30] **BB**: Yeah. Just following up. **[inaudible 00:32:33]**. Okay. Part of a pitch.

[00:32:36] **ET:** Subject line.

[00:32:38] **BB:** Okay. Subject line it is. Length of time.

[00:32:41] **ET:** A year.

[00:32:44] **BB:** A year. Name of a real person preferably alive.

[00:32:48] **ET:** Jia Tolentino.

[00:32:51] **BB:** Jia. Now, who is that for us to know?

[00:32:54] **ET:** She writes about Internet culture for the New Yorker and is a huge journalist role-model of mine.

[00:33:00] **BB:** There you go. Journalist crush, Jia Tolentino. And then an emotion.

[00:33:06] **ET:** Optimistic.

[00:33:07] **BB:** Optimistic. Okay.

[00:33:08] **ET:** Or maybe optimism. I don't know.

[00:33:10] **BB:** Okay. Okay.

[00:33:12] **ET:** Whatever fits better.

[00:33:13] **BB:** Okay. Here we go. Okay. Emily, here's your method. When I think of the future of journalism, I feel fear. The pitches I receive have gone from joyous to purple. If I receive a pitch that starts with, "Welcome," I drive away. When I write stories on desks, I get digital. That's kind of true, Emily. You write about desk and they're on digital format. Okay. My favorite pitches include following up for the fourth time and random subject lines. I normally take around a year

to respond to my emails. But if it's Jia Tolentino, I will respond immediately. If you do get a response back from me, you should know that I'm very optimistic for you.

Oh, I like this one.

**[00:33:55] ET:** It flows. It works.

**[00:33:57] BB:** It does. You are optimistic if you respond to them. That's awesome.

**[00:34:01] ET:** That's right. That's right.

**[00:34:03] BB:** Oh, wow. Emily, thank you so much for being on with us today. This has been lovely, joyous, I would even say, totally. And I can't wait to read more of your stories, especially the in-depth ones such as on China's ban of English American tutors. My God.

**[00:34:21] ET:** I appreciate the time. And thanks for the conversation. And I hope you do read that story.

**[00:34:27] BB:** Please, everybody, take a look. EdSurge, Emily Tate. Thank you so much.

**[00:34:32] ET:** Thanks. Bye.

[OUTRO]

**[00:34:34] BB:** Thanks for listening to this week's episode of Coffee with a Journalist featuring Emily Tate from EdSurge. If you enjoy listening to our show, make sure to subscribe on iTunes, Spotify, Google Podcasts, and anywhere else you listen to podcasts. And if you have a moment, please leave us a review to share your thoughts about the show and today's guests. To learn more about the latest tools on OnePitch, and to subscribe to our weekly podcast newsletter, head to our website at [onepitch.co](http://onepitch.co). We'll see you all next week with a brand new guest and even more insights about the journalists you want to learn more about. Until then, start great stories.

[END]